



INOVISION™

Take a look at the Future!

**Questions & Answers
about the INOVISION
CLUB.**

Q. WHAT IS THE INOVISION CLUB?

A. It's a program of benefits that provides its members with:

1. Timely news about the latest consumer home electronic products available. Members receive a monthly news journal and unusual quarterly color catalogs.
2. A full range of products, services and programs for owners of home video and home computer equipment.
3. The ability to purchase the finest consumer electronic products at a 22.5% *discount* from list prices.

Q. WHY WAS THE INOVISION CLUB STARTED?

A. The INOVISION CLUB is the club of the future! Recently the world has been flooded with new consumer electronic products. These products have covered every facet of life from microwave ovens, electronic calculators and watches to complicated products such as teaching aids, home computers, video recording systems and home protection units. Our club will keep you abreast of the latest in the electronics world and innovative ideas and applications of electronics to education, but more important, it will offer you many services, prompt delivery, courteous personnel and top products.

Q. WHO IS BEHIND THE INOVISION CLUB?

A. Inovision Corporation is a wholly owned subsidiary of Electronic Data Systems. EDS was established in 1962 by H. Ross Perot as a computer service company. Today the company is a multi-national with annual sales in excess of \$250 Million Dollars.

Q. WHO SHOULD JOIN THE INOVISION CLUB?

A. Any person who has a strong interest in the latest consumer electronic products and appreciates the contribution that those products can make to a more enjoyable lifestyle.

Q. WHY SHOULD I BE A MEMBER?

A. So you can take advantage of the exceptional values and consistently get a look at the future — insight usually reserved for industry insiders only.

Q. WHAT DO I GET AS A MEMBER?

A. First, you will receive an elegant home electronic news journal every month. This publication, called VISIONARY, will keep you fully informed about the latest home electronic products and what they will do for you.

Four times a year, you will receive a fascinating color catalog full of the latest home electronic products... from watches and calculators to home video and home computer equipment. As a member, you will be able to purchase from these catalogs at a 22.5% *discount* from list prices.

Other membership benefits include *unlimited* video cassette rental from the Rental Section of the catalog. (Program rental for two weeks will cost from \$8.95 to 11.95 plus shipping and handling.)

You will receive the INOVISION TRADER each month along with the VISIONARY News Journal. This classified supplement will bring you many opportunities to sell, rent, borrow or exchange programs and equipment with other members. And as a member, you may place your own ads for a modest charge.

Also, all INOVISION club members may participate in a "guaranteed blank tape" program. If you desire, the club will automatically ship you a blank video cassette each month — at 22.5% Discount — (Yes, even with the current shortages.)

You'll be able to purchase an Annual Product Guide published as a video cassette for just \$10.00 (far less than the price of the one-hour video cassette alone.) This Product Guide features actual demonstrations of the latest video/computer/advanced technology products as well as excerpts from new programs. (This Guide will also be available in printed form for \$5.00.) In addition, as a member, you may use the club's SHOPPERS GIFT SERVICE and you'll receive a handsome membership card as well as an elegant molded transparent acrylic case to hold and display your VISIONARY news journals.

Q. WHAT KIND OF PRODUCTS WILL THE CATALOG FEATURE?

A. The very latest proven advanced technology products for the home. Brands will include SONY, TEXAS INSTRUMENTS, PANASONIC, RCA, CANON, and other industry leaders.

Q. ARE THE PRODUCTS GUARANTEED?

A. Yes, in addition to standard manufacturing warranties, INOVISION will guarantee your satisfaction. If you are not pleased with a product, return the item and we will refund your money. There is no risk to you.

Q. HOW OFTEN MAY I USE MY 22.5% DISCOUNT?

A. As often as you like. There are no restrictions.

Q. MAY I USE MY 22.5% DISCOUNT FOR GIFT-GIVING?

A. Of course and we urge you to do so.

Q. DOES MY MEMBERSHIP HAVE AN EXPIRATION DATE?

A. Yes. Memberships are good for a period of one year.

QUESTIONS & ANSWERS CONTINUED ON BACK

Q. IS MY 22.5% DISCOUNT GOOD FOR ALL ITEMS IN THE CATALOG?

A. The only exception is occasional "Special Value Closeouts" which will be carefully selected for exceptional value and already greatly reduced in price. Your discount will be good on all catalog items except these.

Q. HOW EXACTLY DO I GET MY DISCOUNT?

A. By giving us your membership number. If you are ordering by phone on our toll free numbers, just give the operator your membership number. If you are ordering by mail, list your membership number on the blank provided and deduct 22.5% from the catalog price.

Q. WILL THE INOVISIONS CATALOG BE AVAILABLE TO THE GENERAL PUBLIC?

A. Yes. However, only members of **INOVISION CLUB** are entitled to the 22.5% *discount*. All others must pay full list price as shown in the catalog.

Q. WHAT RISK IS THERE TO ME IF I JOIN THE CLUB?

A. Absolutely none. Your satisfaction is *guaranteed*. If for any reason when you receive your credentials, the club does not meet your expectations, write the Club Manager within 10 days and you will receive a *full refund*. You risk nothing.

Q. HOW DO I JOIN?

A. Complete the **MEMBERSHIP INVITATION** enclosed. Your membership credentials will be sent to you immediately.

(If the Membership Invitation has been taken or misplaced, you may request another from **INOVISION CLUB MANAGER, P.O. Box 400040, Dallas, Texas 75240**. Or if you want to expedite your order please call our membership line outside of Texas 1-800-527-0263 or 1-800-442-5846 in Texas and just give the operator your charge card number!)

 **INOVISION™**

P.O. Box 400040 / Dallas, Texas 75240

**INOVISION™**

P.O. Box 400040/Dallas, Texas 75240

PREMIER MEMBERSHIP INVITATION

1079

- ☐ **YES:** Please enroll me as a Premier Member of the INOVISION CLUB at the Special reduced premier membership rate. Also send my welcome gift. I've indicated my choice below.

WELCOME GIFT

- ☐ Canon Palmtronic
☐ Scotch Video Cassette: ☐ VHS ☐ Beta
☐ Sharp Scientific ☐ T.I. Data Man
☐ Home Computer Games Programs

CAC10002483AAL

TED NELSON

BOX 3

SCHOOLEYS MTN, NJ 07870

Name _____

Address _____

City _____ State _____ Zip _____

Call Toll-Free: 1-800-527-0263**or 1-800-442-5846 (In Texas)**

- I OWN:**
- | | Model/
Brand | Date
Purchased |
|--|-----------------|-------------------|
| <input type="checkbox"/> Home Computer | _____ | _____ |
| <input type="checkbox"/> Video Unit | _____ | _____ |
| <input type="checkbox"/> Other | _____ | _____ |

I AM MOST INTERESTED IN:

- ☐ Home Video ☐ Home Computers
☐ Latest Personal Electronic Products

My payment of \$75.00 for a one-year membership is enclosed:

- ☐ Check ☐ Money Order

Please charge my: ☐ VISA
☐ Master Charge

Account Number: _____

Expiration Date: _____

Inter Bank No. _____

Signature _____

- ☐ **NO:** I do not want to join the club at this time but would like to receive a FREE copy of the INOVISION catalog. I have indicated my interest and equipment above.



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST CLASS

PERMIT NO. 2011

DALLAS, TEXAS

POSTAGE WILL BE PAID BY ADDRESSEE



INOVISION™

P.O. Box 400040
Dallas, Texas 75240



NOW YOU CAN TURN YOUR FAVORITE SLIDES OR HOME MOVIES INTO YOUR FAVORITE TV SHOW.

Remember those terrific slides you shot while you were on vacation last year, or at your last family gathering? How about that special home movie that's gathering dust somewhere in the closet? Don't you wish there was a way to enjoy those good times without the trouble of dragging out the projector and screen? Now there is.

With the new Inovision "SLIDES ON TAPE" and "MOVIES ON TAPE," it's simple to have your favorite slides or home movies transferred to video cassettes. Imagine the pleasant convenience of viewing your slides or movies on your TV: no screen or projector to fool with, no fumbling in the dark, no upside-down slides. And, unlike film, video cassettes don't deteriorate, scratch or fade. Your photos and movies are preserved for as long as you wish to keep them.

To make your show even more enjoyable, Inovision will provide a professionally recorded music background from our selection of nine pieces—ranging from classical to country & western. You pick the one which best suits your show. In addition to the sound track, slide images "dissolve" from one to the next, a considerable improvement over the abrupt "clack-clack" of most projectors.

And there's more. Our transfer equipment is the most advanced available. With it, we can balance, enhance and make slight color corrections to your slides or film (we cannot, however, correct out-of-focus images). We can transfer to either VHS or Beta video cassettes. So if your photos look good on film, they'll look terrific on your TV.

SLIDES: Inovision offers transfers to video cassettes for shows of: up to 80 slides—\$45.00, 81 to 120 slides—\$55.00, 121 to 160 slides—\$65.00.

We will accept both 35mm and 126 film sizes mounted in 2" x 2" mounts. For best results, avoid 35 mm slides shot vertically, since their proportions are significantly different from those of a television screen.

MOVIES: Inovision can transfer your silent or sound Super 8 or 16 mm home movies to video cassettes: up to 200 feet—\$45.00, 201 to 300 feet—\$55.00, 301 to 400 feet—\$65.00.

We will clean and inspect your film and, at your instruction, edit any damaged, unexposed or unreproducible footage.

To order the Inovision transfer service, fill out the coupon below. Or for faster service call our toll free number: 800-527-0263 (in Texas, 800-442-5846). **DO NOT SEND YOUR SLIDES OR MOVIES NOW.** We will provide all the materials you need to safely mail your slides or movies to us.

Act today. And let Inovision turn your slides or home movies into the best show on TV.

INOVISION
AN EDS CORPORATION

SLIDES ON TAPE/MOVIES ON TAPE ORDER FORM

Please send me everything I need to start my show.

Name _____

Street address _____

City _____ State _____ Zip _____ Telephone _____

My video cassette machine is a : brand _____ model _____

Yes. Please charge my ☐ Visa ☐ Master Charge account. Interbank ☐

Acct. _____ Exp. _____ M Y r

Signature _____

☐ I am enclosing my personal check ☐ I am enclosing a money order

My show will be

- | | |
|---|---|
| <input type="checkbox"/> up to 80 slides on tape @ \$45 | <input type="checkbox"/> up to 200 feet of home movies on tape @ \$45 |
| <input type="checkbox"/> 81—120 slides on tape @ \$55 | <input type="checkbox"/> 201—300 feet of home movies on tape @ \$55 |
| <input type="checkbox"/> 121—160 slides on tape @ \$65 | <input type="checkbox"/> 301—400 feet of home movies on tape @ \$65 |

RETURN THIS COUPON IN THE REPLY ENVELOPE PROVIDED.

OR FOR FASTER SERVICE CALL OUR TOLL FREE NUMBER.

800-527-0263; in TEXAS, 800-442-5846

WE'LL GIVE YOU A PRESENT FOR JOINING THE FUTURE.

When you decide to become a member of the INOVISION CLUB, we'll send you your choice of any one of these premiums as a special bonus:

Man will ask questions, give correct answers and keep score. A special timer with moving lights adds an exciting challenge to the games.

Data Man operates on a 9 volt



CANON PALMTRONIC LC CALCULATOR-FREE. The amazing Palmtronic is incredibly thin and ultra-light. Just 1/8" thick and weighing 1.2 ounces, it features four functions, an eight digit readout, full memory, square root and percent keys. And its advanced design gives it a battery life of 3,000 hours.

SCOTCH VIDEO CASSETTE-FREE. Scotch invented videotape (and they're still the world's largest producer of video cassettes). And they make home cassettes with the same stabilized backing as their commercial broadcast tape. You can choose either one VHS (VK-250) 2/4 tape or two Beta (L-500) two hour tapes. And they're guaranteed fresh and first quality.

SHARP SCIENTIFIC CALCULATOR-FREE. This ultra-thin billfold-sized marvel features 24 scientific functions, as well as statistical functions, and an easy to read Hi-Contrast LCD. It also has an eight digit mantissa, with two digit scientific notation. And the Sharp Scientific operates for 1,000 hours on two watch batteries.

DATA MAN-FREE. Your kids will have fun learning when they play challenging math games with this electronic genius. In a variety of practice exercises for one or more players, Data

battery, with automatic shut-off. And a 24-page illustrated activity book is included.

A PAIR OF GAME PROGRAMS-FREE. Both to play on your home computer. Bridge Challenger lets you and the dummy play against the computer in regular contract bridge. Standard bridge notation lets you analyze the hands, with this always available player. Bridge Challenger is available for 8K PET, 16K level II TRS-80 and 16K Apple IIs.

Stimulating SituationsTM progresses from elementary to complex — and very original — games. They range from "Art Auction" to "Diamond Thief" and are designed to challenge the whole family. The program listings are in PET, Apple and TRS-80 Level II BASIC, and special versions are provided by Level I BASIC users.

Each one of these gifts has a retail value of \$25 or more. But any one you choose is yours with our compliments when you join the INOVISION CLUB. Just indicate your selection on the Order Form.

INOVISION
AN EDS CORPORATION



INOVISION™
AN EDS CORPORATION

→ EDS

Sep 78
Subsidiary.

NEW! A club for people interested
in the latest home video, home
computer and electronic products.

This is your money-saving Premier
Membership Invitation which entitles
you to a substantial 22.5% discount
on any products carried in the
quarterly Members' Catalogues you'll
be receiving.

PLUS - your choice of one of five ex-
citing gifts if we hear from you now.

PLUS - many, many more benefits.
Read on for details...

Dear Fellow Home Electronic Products Enthusiast:

If the list upon which I found your name is any indication of your
sophisticated interests, you'll find this letter exceptionally good news.

For it invites you to become a Premier Member of the new

INOVISION CLUB --

a subsidiary of Electronic Data Systems, the Dallas-based multi-national
computer service corporation.

Today you probably own MORE electronic products than the average
American -- including perhaps a video cassette recorder, a home computer,
video/computer games, and more.

And no doubt you're constantly on the look-out for even newer and better
electronic products as they become available. With the way the "state of
the art" is expanding, you know that many exciting new products will be
introduced very soon!

This is why THE INOVISION CLUB was born.

It provides you, the electronics enthusiast, an opportunity
not only to learn about ALL new electronic products before
they are found in retail outlets...but also to take advantage
of the 22.5% discount which is yours as a Club Member.

Let me explain.

Pictured throughout this letter are just a few of the many new products you will be able to purchase at a discount when you are a member.

No matter your specific interests, you'll look forward to receiving each and every Members' Catalogue - for it will be packed full with illustrations and complete data on home computer units tailored to your family needs -- on the latest video cassette/disc equipment -- on electronic games of all kinds -- on jogging monitors -- on calculators -- on all the latest electronic products made available to consumers.

But that's not all.

Panasonic Programmable VCR



As a Member, you'll also receive much more. In addition to your automatic 22.5% purchase discount (which applies to everything in the catalogue except for occasional Special Value Closeouts which already are greatly reduced in price) you're also entitled to:

Videotapes and Accessories



Sony 72" TV Projection System



- (1) a lavishly illustrated and professionally written monthly magazine named VISIONARY - which brings you all the up-to-the-minute news about home electronic products, and their enhancement of your lifestyle;
- (2) the INOVISION CLASSIFIEDS - so you can trade, sell or exchange your equipment and/or programs with other members (an exclusive service for Members only);
- (3) a wide and varied choice of the finest video cassette/disc programs with many new titles varying from feature movies to sports, education, health, science, etc.;
- (4) as a Member you may purchase them at a 22.5% discount or enjoy unlimited rental of selected programs;
- (5) a guaranteed supply of video tape (yes, even with shortages) and again at the 22.5% discount;

- (6) an Annual Product Guide published at a modest fee each September as a video cassette and alternatively in a printed format.

WHY ANY PERSON WHO IS ELECTRONICALLY
MINDED SHOULD JOIN THIS NEW AND UNIQUE CLUB

I wish we could visit in person so I could see just what electronic equipment you now have. Then I would be able to describe to you, in particular, the many new, exciting, enriching, helpful items which are available for your

Sharp Calculator



Computer Software



TI Home Computer



benefit and enjoyment.

But since many, many miles separate us, let me give you a quick run-through of each feature of the Club and explain how you'll benefit by becoming a Premier Member.

Aside from the obvious advantage of enjoying a 22.5% discount (who doesn't need to save money today?) ... and aside from the enormously interesting quarterly catalogues you'll be receiving as a Member ...

You're going to watch the mail for VISIONARY, your monthly news journal in an unusual format. Month after month, news on tomorrow's electronic advances - and how they will affect your life. Easy-to-follow directions on getting the most from your home video unit. News about the very latest programming available. Preventive maintenance. In sum, a great publication for the home electronics enthusiast - the man or woman who wants to know MORE than "what it does" and "how much it costs."

... I think you'll particularly enjoy the unlimited VIDEO CASSETTE RENTAL. \$8.95 to \$11.95 (plus handling) for two weeks - hundreds of dollars saved as compared with buying. A multitude of titles are available to you from our Rental Section of the Catalogue. All you have to do is phone us toll free and say which programs you want mailed to you immediately (postage paid both ways).

Do you desire to purchase movies? Top ones such as THE SOUND OF MUSIC, MASH, PATTON, THE WILD GEESE, CITIZEN KANE, John Wayne favorites, classics reaching far back, favorites of every member of your family. Plus music - by Elvis, Barbra Streisand, Frank Sinatra, Sammy Davis Jr., Rod Stewart, The Beatles, Jim Croce - and more! All at a 22.5% savings. Plus INOVISION special productions - Roger Staubach in "The Making of a Quarterback", an elegant program of CHRISTMAS CAROLS - produced by Academy Award Winner Allen Miller, - plus Highlights of the 1976 Olympics and much, much more.

(If you don't own a video cassette unit, chances are you'll use your 22.5% discount to purchase one - then the club's outstanding program selection becomes a valuable source.)

Still more: Swap, sell or buy through the CLASSIFIED EXCHANGE - a shortcut for meeting fellow Club Members and learning how you can benefit each other. Still more: BLANK TAPES - GUARANTEED DELIVERY - AT YOUR 22.5% SAVINGS. Even with the petro-chemical shortage (we have a sure source).

Still more: ANNUAL PRODUCT GUIDE IN VIDEO CASSETTE OR PRINTED FORM. Once a year you'll actually watch demonstrations of the latest video/computer/advanced technology products - plus excerpts from new video programs. You can buy the GUIDE for only \$10 or for a mere \$5 in printed form. This is a "first" with the industry - and likely to become a collector's item.

MAY WE SEND YOUR MEMBERSHIP CARD AT ONCE?
YOU DO NOT RISK A CENT!

Along with your Membership Card you'll receive complete credentials, including the toll free number to use in ordering. The yearly fee? Surprisingly low, when you consider the benefits. Become a Premier Member now (offer expires October 31) and pay only \$75.

And you're protected by our complete money-refund guarantee. If you're not completely delighted write me within 10 days after receiving your Membership Card. Your \$75 will be returned to you at once. No questions asked.

It all adds up to quite a bargain - especially for people who are truly interested in advanced electronics. To join our forward-thinking group, rush the enclosed PREMIER MEMBERSHIP INVITATION back today in the postpaid envelope. Or - even easier - dial TOLL FREE 1-800-527-0263. (In Texas, 1-800-442-5846.) Please have your credit card handy.

Sincerely,



Lloyd H. Haldeman
President

PS SELECT YOUR FREE GIFT, AS A PREMIER MEMBER, FROM THESE:

- (1) Canon PALMTRONIC LC Calculator
- (2) Scotch Video Cassette
- (3) Sharp Scientific Calculator
- (4) DATA MAN
- (5) A PAIR of Home Computer Game Programs